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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-019

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**SUPPLEMENTAL PRELIMINARY AMENDMENT**

Prior to substantive review of the subject application,  
please amend as follows:

**IN THE CLAIMS**

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system  
comprising:

a printed commercial document having at least one  
machine recognizable feature;

a feature recognition unit having associated therewith  
a means for recognizing said feature and a means  
for transmitting a coded signal in response to the

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recognition of said feature;

an intelligent controller having associated therewith a

means for accessing said programming material in

response to receiving said coded signal; and

a display unit for presenting said programming

material.

169. A system as defined in claim 168 wherein said printed commercial document comprises a tag.

170. A system as defined in claim 169 wherein said tag comprises a price tag.

171. A system as defined in claim 168 wherein said printed commercial document comprises a decal.

172. A system as defined in claim 171 wherein said decal comprises a parking permit.

173. A system as defined in claim 168 wherein said commercial document comprises an invoice.

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174. A system as defined in claim 168 wherein said printed commercial document comprises a receipt.
175. A system as defined in claim 168 wherein said printed commercial document comprises a bill of sale.
176. A system as defined in claim 168 wherein said printed commercial document comprises a credit card.
177. A system as defined in claim 168 wherein said printed commercial document comprises an identification card issued by a commercial organization.
178. A system as defined in claim 168 wherein said printed commercial document comprises a periodic report.
179. A system as defined in claim 168 wherein said printed commercial document comprises an annual report.
180. A system as defined in claim 168 wherein said printed commercial document comprises a newsletter.

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181. A system as defined in claim 168 wherein said printed commercial document comprises a program.
182. A system as defined in claim 168 wherein said printed commercial document comprises a musical score.
183. A system as defined in claim 168 wherein said printed commercial document comprises an application form.
184. A system as defined in claim 183 wherein said application form comprises an employment application form.
185. A system as defined in claim 183 wherein said application form comprises a credit card application form.
186. A system as defined in claim 168 wherein said printed commercial document comprises travel itinerary.
187. A system as defined in claim 168 wherein said printed commercial document comprises a letter of recommendation.

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188. A system as defined in claim 168 wherein said printed commercial document comprises a merchandise coupon.
189. A system as defined in claim 168 wherein said printed commercial document comprises a product brochure.
190. A system as defined in claim 168 wherein said printed commercial document comprises a service brochure.
191. A system as defined in claim 168 wherein said printed commercial document comprises instructions.
192. A system as defined in claim 191 wherein said instructions comprise product assembly instructions.
193. A system as defined in claim 191 wherein said instructions comprise product use instructions.
194. A system as defined in claim 191 wherein said instructions comprise service instructions.

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195. A system as defined in claim 168 wherein said printed commercial document comprises a service manual.
196. A system as defined in claim 168 wherein said printed commercial document comprises warranty information.
197. A system as defined in claim 168 wherein said printed commercial document comprises a greeting card.
198. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.
199. A system as defined in claim 198 wherein said data link comprises an image data link.
200. A system as defined in claim 198 wherein said data link comprises a video data link.
201. A system as defined in claim 198 wherein said data link comprises a programming data link.

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202. A system as defined in claim 198 wherein said data link comprises a sound data link.

203. A system as defined in claim 198 wherein said data link comprises an online data link.

204. A system as defined in claim 198 wherein said data link comprises an online shopping data link.

205. A system as defined in claim 198 wherein said data link comprises a pictorial data link.

206. A system as defined in claim 198 wherein said data link comprises an electronic data link.

207. A system as defined in claim 198 wherein said data link comprises an electronic media link.

208. A system as defined in claim 198 wherein said data link comprises an "information superhighway" data link.

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209. A system as defined in claim 208 wherein said "information superhighway" data link comprises the internet.
210. A system as defined in claim 208 wherein said "information superhighway" data link comprises the world wide web.
211. A system as defined in claim 208 wherein said "information superhighway" data link comprises a computer network.
212. A system as defined in claim 208 wherein said "information superhighway" data link comprises an ISDN network.
213. A system as defined in claim 208 wherein said "information superhighway" data link comprises a telephone line.
214. A system as defined in claim 208 wherein said "information superhighway" data link comprises a CATV line.
215. A system as defined in claim 208 wherein said "information superhighway" data link comprises a local area network.



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216. A system as defined in claim 208 wherein said "information superhighway" data link comprises a wide area network.

217. A system as defined in claim 208 wherein said "information superhighway" data link comprises a data communications network.

218. A system as defined in claim 208 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

219. A system as defined in claim 208 wherein said "information superhighway" data link comprises a globally based digital communications network.

220. A system as defined in claim 208 wherein said "information superhighway" data link comprises a wireless network link.

221. A system as defined in claim 208 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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222. A system as defined in claim 208 wherein said "information superhighway" data link comprises an ethernet network.

223. A system as defined in claim 208 wherein said "information superhighway" data link comprises a RF cellular network.

224. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

225. A system as defined in claim 224 wherein said bar code comprises a Universal Product Code.

226. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

227. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

228. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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229. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

230. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

231. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

232. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

233. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

234. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

235. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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236. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

237. A system as defined in claim 236 wherein said invisible watermark comprises a digital watermark.

238. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

239. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

240. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

241. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

242. A system as defined in claim 168 wherein said at least one

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243. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.
244. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.
245. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.
246. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.
247. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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248. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

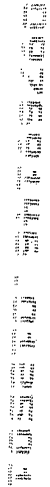
249. A system as defined in claim in 168 wherein said programming material comprises information.

250. A system as defined in claim 249 wherein said information comprises information about an individual identified by said printed commercial document.

251. A system as defined in claim 249 wherein said information comprises a "background check" of an individual identified by said printed commercial document.

252. A system as defined in claim 249 wherein said information comprises information about an organization identified by said printed commercial document.

253. A system as defined in claim 249 wherein said information comprises a "background check" of an organization identified



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by said printed commercial document.

254. A system as defined in claim 249 wherein said information comprises information about an individual issuing said printed commercial document.

255. A system as defined in claim 249 wherein said information comprises information about an organization issuing said printed commercial document.

256. A system as defined in claim 249 wherein said information comprises information about a product associated with said printed commercial document.

257. A system as defined in claim 249 wherein said information comprises information about a service associated with said printed commercial document.

258. A system as defined in claim in 168 wherein said programming material comprises a service.

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259. A system as defined in claim 258 wherein said service includes displaying promotional programming on said display unit of said user.
260. A system as defined in claim 258 wherein said service includes conducting an interaction with said user via a telephone.
261. A system as defined in claim 258 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.
262. A system as defined in claim 168 wherein said display unit comprises a personal computer.
263. A system as defined in claim 262 wherein said personal computer comprises a laptop computer.
264. A system as defined in claim 168 wherein said display unit comprises a television.



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265. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

266. A system as defined in claim 265 wherein said device containing a microprocessor is hand-held.

267. A system as defined in claim 265 wherein said device containing a microprocessor is portable.

268. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

269. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

270. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

271. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

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272. A system as defined in claim 168 wherein said display unit comprises a simulated book.

273. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

274. A system as defined in claim 168 wherein said display unit comprises a web-based television.

275. A system as defined in claim 168 wherein said display unit comprises a pager.

276. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

277. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

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278. A system as defined in claim 277 wherein said recognition unit is linked to a personal computer.
279. A system as defined in claim 277 wherein said recognition unit is linked to a wireless interface.
280. A system as defined in claim 279 wherein said wireless interface comprises a wireless network.
281. A system as defined in claim 279 wherein said wireless network comprises a cellular network.
282. A system as defined in claim 279 wherein said wireless interface comprises a cellular telephone.
283. A system as defined in claim 279 wherein said wireless interface comprises a pager.
284. A system as defined in claim 279 wherein said wireless interface comprises a wireless personal computer.

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285. A system as defined in claim 279 wherein said wireless interface comprises a personal digital assistant.
286. A system as defined in claim 277 wherein said recognition unit is linked to a personal digital assistant.
287. A system as defined in claim 277 wherein said recognition unit is linked to an Internet appliance.
288. A system as defined in claim 277 wherein said recognition unit is linked to a television set.
289. A system as defined in claim 277 wherein said recognition unit comprises a portion of a cellular telephone.
290. A system as defined in claim 277 wherein said recognition unit comprises a portion of a personal digital assistant.
291. A system as defined in claim 277 wherein said recognition unit comprises a portion of a remote control unit.

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292. A system as defined in claim 277 wherein said recognition unit comprises a portion of a handwriting implement.

293. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a commercial document;

scanning said machine recognizable feature of said commercial document; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said commercial document.

294. The method of claim 293 wherein said communication link includes the Internet.

295. The method of claim 293 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code,

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printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

296. A method of providing a user access to supplemental programming material associated with a commercial document, comprising the steps of:

imprinting a machine recognizable feature within said commercial document wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said commercial document and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server;  
and

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transmitting said programming material to said user  
allowing said user to perceive said programming  
material in a humanly perceivable form, wherein  
said programming material is related to said  
commercial document.

297. The method of claim 296 wherein said programming material  
comprises multimedia.

298. The method of claim 296 wherein said machine recognizable  
feature is selected from a group consisting of a bar code, a  
universal product code, invisible bar code, magnetic code,  
printed character, symbol, icon, invisible indicia, two-  
dimensional figure, icon, invisible icon, watermark,  
invisible watermark, digital watermark, series of  
alphanumeric characters, binary code, digital watermark,  
magnetic strip, code, analog pattern, and hieroglyphic  
character.


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REMARKS

Applicant respectfully submits that claims 168-298 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

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Respectfully submitted,



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